The Base Recommendations Plan, opposite, shows the most basic changes recommended for Rochester's First Street Promenade area. The ideas for improvement are based on alterations in infrastructure, lighting, and amenities and uses, which would enhance the vibrancy and quality of the public spaces between First and Second Avenues, and the First Street Promenade. Undertaking the suggestions highlighted below, along with programming the space and managing for optimal use, will set the foundation for transforming this area into a pedestrian-friendly district.

The recommendations presented represent concepts developed; they speak to ideas and do not need to be realized exactly as represented here. The three plans (the Base Recommendations, Summer Programming and Winter Programming) represent intentions of what the space could be; inevitably these ideas will evolve in the creation of a new pedestrian area for Downtown Rochester. Concepts presented are flexible, for example, light poles and movable chairs or benches are movable and can be located in numerous locations, not only where we have placed them.

Infrastructure

- **Resurface First Street** (e.g. brick), remove curbs if possible to make street one level

- **Peace Plaza raised to grade**

- **Rolled curb roundabout** at the terminus of Second Avenue in Annenberg Plaza

- **Temporary sculpture and/or fountain with planter** in the roundabout at the intersection of First Street Promenade and Second Avenue; something that is visible from Peace Plaza

- **Tabled intersection** at the crossing of First Avenue and First Street Promenade; paving flush from Peace Plaza all the way down the promenade

- **Replace Kahler Hotel overhang** with awnings or a lightweight canopy structure that keeps in the style of the historic building, historic-style marquis at entrance on Second Avenue

- **Relocated peace fountain** to provide a visual anchor that can be seen from Annenberg Plaza

Amenities/uses

- **Dance steps** in the brick pattern along the First Street Promenade

- **Chessboard** in brick pattern in Peace Plaza

- **Temporary artist designed benches** along the First Street Promenade and in Peace Plaza

- **New and relocated benches** to exterior of planters to the portion of Second Avenue south of the First Street Promenade

- **Mural** on Wells Fargo building

Retail

- **Info kiosk/newsstand** in front of the Wells Fargo building

- **Café** in the Kahler hotel that would spill out into Annenberg Plaza

- **Retail open to the street** (doors) along the First Street Promenade and the First Avenue retail corridor

- **Awnings on all retail**

- **Improved visual and physical connections** between the street, the subway, and skyway levels throughout the district

- **Well lit storefronts** along First and Second Avenues and the First Street Promenade

- **Shallow retail or temporary market displays** in the recesses of the facade of the Sieben's Building

Lighting

- **Decorative light poles** at all intersections of First and Second Avenues, with Second, First and Center Streets. Ornate/historic style pedestrian lights: 4-globe at corners of the First Street Promenade with First and Second Avenues, and 2-globe with banner pole along First and Second Avenues, the First Street Promenade, and the alleys leading into Peace Plaza

- **Light and enhance storefronts** and entry to Galleria; open up the façade to draw people into the space and to relate more with Peace Plaza

First Street Promenade
BASE Recommendations

During warm weather months, special programming and temporary infrastructure changes could be made to enhance the area. Temporary summer-long activities such as outdoor dining/cafes and special events, markets, a beer garden and a movie film festival will help provide reasons for downtown's ample workforce to stay downtown after the day has finished; it will also enhance the experience for those visiting the various medical facilities in the area. Enlivening Peace Plaza with outdoor games and play areas will not only make the plaza an important destination, but it will enhance the economic vitality of the surrounding retail enterprises.

Uses

- **Temporary market** along the façade of Sieben's Building

- **Series of horticulture/art exhibits** in the planters on the southern extension of Second Avenue

- **Movie screen for film series** (on Sieben's wall or extended from overhead skyway on First Street Promenade)

- **Beer garden** in the First Street Promenade

- **Coffee bar** relocated near front of Barnes and Noble, with outdoor seating and book displays in front of the store in the plaza during good weather

- **Games area**, including bocce and chess in Peace Plaza

- **Outdoor seating** near the Info/kiosk/newsstand in front of the Wells Fargo building

- **Outdoor tables and chairs** outside of all restaurants and cafes in the district

First Street Promenade
SUMMER PROGRAMMING

The climate in Rochester gives ample reasons for people to stay inside during the winter months, and the skyway and subway systems encourage this even more. However, both minor and major changes to the area could help to offset this pattern and draw people out into the First Street Promenade area.

A 'Winter Village' could be created to define this area as a destination during the winter months. A skating rink and fire pit in Peace Plaza could anchor the eastern edge of this district while a Holiday Tree in Annenberg Plaza would anchor the western edge. A holiday market down First Street Promenade will connect the two, with outdoor heat lamps and decorations. A similar program should also be developed for fall and spring.

Lighting

- **Lighted holiday tree** in Annenberg Plaza

- **Holiday display in the planters** on Second Avenue

- **Lighting all building bases** and tops

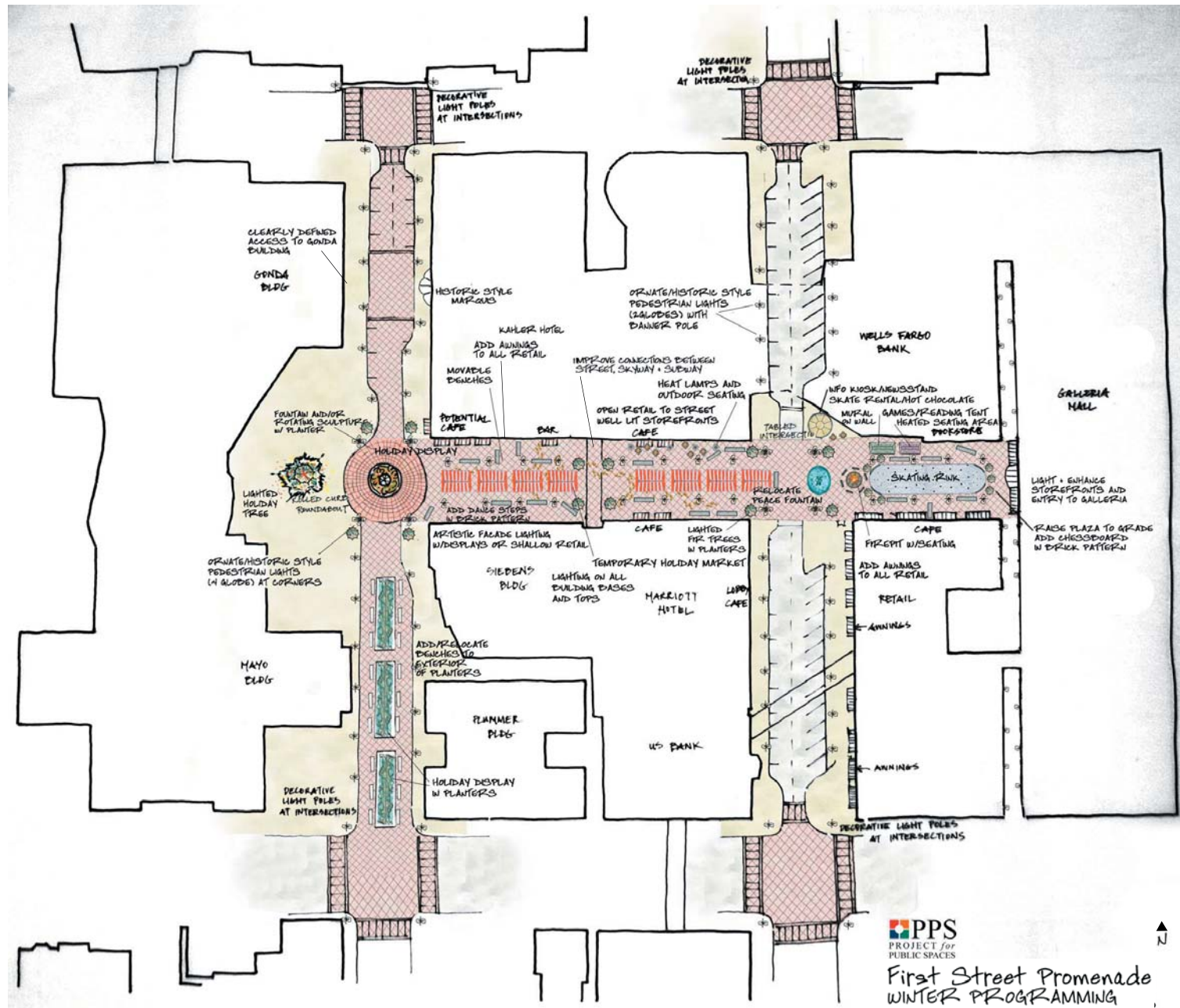- **Lighted fir trees** in mounds throughout the district

Amenities/uses

- Temporary **holiday market** along First Street Promenade

- **Skating rink** in Peace Plaza

- **Fire pit** with seating at the edge of the skating rink

- **Games/reading tent** in Peace Plaza

- **Heated seating area** adjacent to the skating rink

- **Heat lamps and outdoor seating** in front of cafes on the First Street Promenade

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